

# **reSTORE DC**

## **Commercial Development Technical Assistance Program**

### **Notice of Funding Availability Applications Due September 9, 2002**

Consistent with activities authorized by the Community Development Act of 1975 (D.C. Code Section 6-1006.) and pursuant to Mayor's Order 99-62 (issued April 9, 1999), the Deputy Mayor for Planning and Economic Development announces a Commercial Development Technical Assistance Program (CD-TAP) and issues this Notice of Funding Availability ("NOFA").

#### **PROGRAM DESCRIPTION**

The Commercial Development Technical Assistance Program (CD-TAP) provides specific, discrete technical assistance and funding for projects and activities that help to revitalize neighborhood business districts. Sample projects or activities that CD-TAP could fund include, but are not limited to, the following:

- Organizing for revitalization
- Fundraising
- Event development and production
- Marketing, promotion and merchandising strategies and products
- Market analysis
- Design guidelines
- Business mix
- Streetscape design
- Design charettes
- Project planning
- Mixed use development strategies
- "Clean and Safe" campaigns, services and products
- Business development assistance
- Architectural assistance
- Community initiated development training
- Strategic planning
- Establishing a Business Improvement District
- Parking and traffic analysis and management
- Evaluation and assessment

Consulting services can be provided by numerous and varied local, regional, or national specialists. If a CD-TAP applicant's request for assistance can be met by an existing technical resource offered by the District, the applicant may be referred to that agency. Alternatively, an applicant may contract with an independent contractor. Once the CD-TAP award is made, technical assistance should be delivered within 60 to 90 days, with a project report completed within 6 months thereafter.

### **Program Administration**

The program will be administered by the Office of the Deputy Mayor for Planning and Economic Development.

### **Total Funds Available**

\$400,000 in matching CD-TAP funds will be available annually. NOFAs will occur in April and September of each year. Awards will range from a minimum of \$500 to a maximum of \$25,000. Applicants will be required to match every \$2 of CD-TAP funding with \$1 toward the project cost. Eligible match sources include private and non-District public funds (e.g., federal). Awards will be made according to the following 4 categories of technical assistance, with some examples of eligible activities or projects.

- **ORGANIZATION:** Incorporation, Drafting By-Laws, Volunteers, Staffing, Capacity Building, Fundraising, Community Outreach and Input, Forming Neighborhood BIDs
- **ECONOMIC RESTRUCTURING:** Market/Feasibility Studies, Developing a Marketing Plan, Project Planning, Property Development Studies, Retail Enhancement
- **DESIGN:** Urban Design, Architectural Assistance, Signs, Safety and Security
- **PROMOTION:** Advertising, Special Events, Retail Merchandising, Merchant Directory

### **Eligible Applicants**

Any non-profit organization, excluding designated DC Main Streets districts, operating in the District of Columbia whose goals include the economic revitalization of neighborhood business district(s) may apply to CD-TAP. A non-profit corporation may make application on behalf of an unincorporated group and serve as the fiduciary agent for the group. However, in this instance, the applicant must clearly outline project responsibilities; the applicant will be held accountable for achieving project outcomes. Unincorporated groups are still eligible to receive technical assistance in the form of advisory services, training, and workshops, but not in the form of a direct cash grant. An example of an unincorporated group receiving technical assistance is “how to get organized and incorporate.”

Organizations with projects or activities in areas eligible to receive federal Community Development Block Grant funding are encouraged to review the NOFA issued July 30, 2002, by the District’s Department of Housing and Community Development (Neighborhood Development Assistance Program), and respond if appropriate. See <http://dhcd.dc.gov/main.shtm>.

### **Ineligible Applicants**

Designated local programs of DC Main Streets are ineligible for CD-TAP, although applications from other organizations are encouraged if proposing a project or activity that is supported by a designated local Main Street program. Individual businesses are also ineligible for CD-TAP.

### **Application Procedures**

The first round of applications for CD-TAP are due by 5 PM on Monday September 9<sup>th</sup>, 2002. Applications should be mailed or delivered to **reSTORE DC**, 441 4<sup>th</sup> Street, NW, Suite 1140 North, Washington, DC, 20001. Applicants are required to complete a standard grant application developed by the Washington Regional Association of Grantmakers.

For more information, and to download the application guidelines, please refer to: [http://www.washingtongrantmakers.org/WG/GM\\_Resources/Format/Format\\_Index.asp](http://www.washingtongrantmakers.org/WG/GM_Resources/Format/Format_Index.asp).

Applicant organizations should be certain to identify the following:

1. Need to be addressed;
2. Amount of funding requested;
3. Service provider (if identified);
4. Type and scope of services to be funded (including consultant proposal);
5. Description of any previous attempts to address the need (including working with other D.C. agencies);
6. Expected benefit of the consulting assistance, including objectives of the service to be provided;
7. Description of strategy to implement the resulting plan or recommendations;
8. Program budget;
9. Proof of non-profit status;
10. IRS Form W9 (Request for Taxpayer Identification Number);
11. Letters of Support;
12. Letter of Intent to comply with applicable District Laws including, but not limited to, First Source Hiring, LSDBE procurement, and Apprenticeship Program; and
13. Financial report of applicant organization.

Applications will be internally reviewed by the Commercial Revitalization Task Force. The Task Force will be comprised of not fewer than 5 representatives from the following agencies and private programs:

1. Deputy Mayor for Planning and Economic Development
2. Department of Housing and Community Development
3. Office of Planning
4. District Department of Transportation
5. Department of Banking and Financial Institutions

6. D.C. Marketing Center
7. Georgia Avenue Business Resource Center
8. Clean City Program

Additional comments may be sought from staff of the Office of Planning (including neighborhood planners and/or the project manager for Revitalization Planning) and/or Neighborhood Service Coordinators in the Office of the City Administrator and Neighborhood Outreach Coordinators in the Mayor's Office of Public Advocate.

### **Evaluation Criteria**

CD-TAP applications will be evaluated according to the following:

- Information provided in the application
- Financial need
- Economic conditions
- Likelihood of implementation following funding
- Benefit to the commercial district and neighborhood

Applications will be scored according to the evaluation criteria. Applications that receive the highest scores will be selected to receive funding. Funding awards may be conditional upon the applicant completing a task or action related to the project. For example, if the review committee determines that the scope of the project is too complex to be addressed as described in the application, funding could be awarded for a portion of the technical assistance. Or, if the request for funding is not supported by a key neighborhood stakeholder, the award could be conditional upon demonstration of support from that key individual or organization.

### **Disbursement of Funds**

CD-TAP funds will be disbursed in one of two ways:

1. Grant funds will be awarded to the applicant non-profit organization, which will contract with a consultant for the approved project scope; or
2. DMPED will contract directly with a consultant for two thirds of the project fee and the applicant will contract with the consultant for one third of the project fee. A single Memorandum of Agreement ("MOA") could serve as the contract. Awards of \$2,500 or less may be awarded without competitive bid; awards of between \$2,500 and \$15,000 may be awarded with minimum 3 verbal bids; awards of between \$15,000 and \$25,000 may be awarded with minimum 3 written bids.

Awards of \$10,000 or less may be made in one disbursement. Awards between \$10,000 and \$25,000 may be disbursed in multiple payments.

### **Reporting Requirements**

The applicant organization will be held accountable for project implementation. Therefore, recipients will be required to document and report the demonstrated results

of the consulting services. Reports must be delivered no more than six months after the date of delivery of the technical assistance. Grantees are subject to audit.

# **reSTORE DC**

## **Commercial Development Technical Assistance Program**

### **Organizational Consulting Services Available Through CD-TAP**

The National Main Street Center, in cooperation with the District of Columbia's reSTORE DC program, will provide a variety of organizational development services under the District's Commercial Development Technical Assistance program (CD-TAP). As organizations apply for CD-TAP funds to organize for commercial revitalization, the National Main Street Center would provide them with the technical assistance necessary to achieve the following objectives:

- acquaint neighborhood organizations with the Main Street Four-Point Approach™;
- evaluate local organizational capacity to implement a revitalization program;
- provide specific advice and recommendations regarding organizational structure;
- assist with developing a broad base of volunteers;
- training in the Main Street Four Point Approach™; and
- identify sources of funding for revitalization and fund-raising methods.

The following services would assist non-Main Street neighborhood commercial districts with developing or increasing their organization's capacity to apply for DC Main Streets and to implement a successful Main Street program. These services would be delivered as directed by reSTORE DC staff.

#### **Main Street Assessment**

The NMSC will work with non-Main Street commercial districts to conduct a Main Street Assessment as directed by reSTORE DC staff. The objectives of the Main Street Assessment are as follows:

- To identify some of the commercial district's major problems, opportunities, and needs;
- To provide community members with information about the Main Street Four-Point Approach;
- To determine whether or not the Main Street Four-Point Approach is an appropriate strategy for the commercial district's revitalization; and
- To recommend a realistic, achievable course of commercial district revitalization action for the short term.

The Assessment is conducted by two members of the NMSC technical services staff and is available in a two-day and three-day format. Prior to the on-site

portion of the service, staff conduct demographic and other research about the neighborhood. While on site, staff tour the commercial district, hold meetings and interviews with a variety of public and private constituents, make an informational presentation about the Main Street Four-Point Approach, formulate recommendations, and make a verbal presentation of preliminary findings. Following the on-site portion of the service, the commercial district will receive either a detailed written report of findings or a follow-up on-site consultation related to the Assessment findings and recommendations. The Main Street Assessment is ideal for commercial districts and organizations that have some previous experience with commercial revitalization but are unfamiliar with the Main Street Four-Point Approach and/or are not implementing a comprehensive scope of revitalization activities.

### **“Organizing for Main Street” Consulting Package**

This comprehensive scope of organizational development services will assist non-Main Street neighborhoods that want to prepare themselves to participate in DC Main Streets. The National Main Street Center proposes to deliver up to 100 hours of consultation to a neighborhood organization (whether structured as an incorporated entity or unincorporated group). The package of consulting services would include the following components.

- Initial Main Street presentation
- Consultation on appropriate organizational structure and identification of key constituents
- Board development consultation/training
- Committee development- training and/or consultation in establishing committees, recruiting volunteers, and defining roles/responsibilities
- Development of a realistic action plan for the organization to implement prior to application for DC Main Streets
- Identification of appropriate funding sources
- Telephone/on-site consultation to address questions and other organizational issues

This service is appropriate for neighborhoods with little or no previous commercial revitalization activity. Up to 100 hours per neighborhood is allocated for delivery of this package. Package components can be adjusted according to the needs and circumstances of recipient neighborhoods. As appropriate, written reports and documents will be delivered. The NMSC would negotiate with ReStore DC staff to develop a final scope of work for each recipient.

### **Main Street 101 Training**

The National Main Street Center will organize and present a two-day workshop that covers the fundamentals of the Main Street Four Point Approach™ as developed by the National Main Street Center. This highly interactive workshop will provide a one-half day of training on each of the following points: (1) Organization, (2) Design, (3) Promotions and (4) Economic Restructuring. It will

provide the participants with guidance on roles and responsibilities, suggested projects, and “next steps.” This training can be delivered either to an individual non-Main Street neighborhood or to a group of non-Main Street districts. Content is altered from the standard Main Street 101 to address the needs of this specific audience. Two NMSC staff will organize and present the seminar. The NMSC will provide copies of the required training materials for all participants.

#### **Abbreviated On-Site Four Point Training**

As an alternative to the two-day Main Street 101 training, the National Main Street Center will organize and present a two to three hour training programs on each of the Main Street’s Four Points. Each of the four training modules will cover revitalization activities of that point, project ideas, and implementation strategies. This abbreviated training would be presented to non-Main Street commercial districts that desire a general introduction to the Main Street Four-Point Approach. Depending on the neighborhood’s needs, the NMSC will deliver training on one or more of the Four Points. Training would be conducted by one member of the NMSC’s professional staff; all training materials will be provided.

#### **“Fund-Raising for Main Street” Seminar**

The National Main Street Center will organize and present a one-day seminar on fund-raising for Main Street. Seminar content will include sources and uses of funds, methods for raising money, strategies for linking projects to income, project case studies, and hands-on “how-to” exercises. This seminar can be delivered to a single non-Main Street neighborhood or to a group of non-Main Street districts. Training would be conducted by one member of the NMSC’s professional staff; all training materials will be provided.

#### **Main Street Fund-Raising Consultation**

The NMSC will organize and deliver a two-day on-site consulting service designed to develop a fund-raising plan for commercial revitalization projects in non-Main Street neighborhoods. This service is appropriate for organizations just beginning revitalization activities or those that have been previously active. The service will be provided by NMSC staff and a specialized consultant. Both will work with neighborhood representatives to identify funding needs and sources of funds, develop strategies for raising funds from those sources, and to train local representatives in fund-raising formats and methods. At the conclusion of the consultation, the neighborhood will receive a written report that documents findings and recommendations.

#### **“Recruiting Volunteers to Main Street” Seminar**

The National Main Street Center will organize and present a one-day seminar on how to recruit and retain volunteers for Main Street. Seminar content will include sources and uses of volunteers, methods for recruitment, training, and retention, strategies for matching projects to projects, “best practices” examples, and hands-on “how-to” exercises. This seminar can be delivered to a single non-Main Street

neighborhood or to a group of non-Main Street districts. Training would be conducted by one member of the NMSC's professional staff; all training materials will be provided.

### **Main Street Volunteer Recruitment Consultation**

The NMSC will organize and deliver a two-day on-site consulting service designed to develop a volunteer recruitment and retention plan for commercial district revitalization activities in non-Main Street neighborhoods. This service is appropriate for organizations just beginning revitalization activities or those that have been previously active. The service will be provided by two members of the NMSC professional staff. Both will work with neighborhood representatives to critique current volunteer development systems, and to identify volunteer needs, sources of individual and organizational volunteers, strategies for recruiting volunteers, and methods of training and rewarding volunteers. That information will be compiled into a written volunteer development plan for the organization/neighborhood.

### **Local Program Memberships**

The National Main Street Center offers the National Main Street Network, a membership program that offers local Main Street programs a variety of benefits. Benefits include an annual subscription to *Main Street News*, access to the Members Only section of the NMSC website, discounts on publications and conferences, access to the Information Exchange (an on-demand research service), and access to the Main Street Network email list-serve. At the direction of ReStore DC staff, the NMSC will provide neighborhood organizations or individuals with a one-year Network membership. Cost per membership is \$195 per year.